

Alpine Ski Coaches Association – Board Meeting Minutes

Date: February 1, 2026 **Time:** 6:52 PM CST **Format:** Virtual Meeting

Attendees

- Jared Scribner (President)
- Jim Ruttger (Vice President)
- Jason Gergen
- Matt Brenteson
- Nathan Springer
- Scott Carlson
- Tom Schulz

1. Finance & Administration

Board Role Confirmation

- Jared Scribner reaffirmed as **President** (unanimous approval)
- Derek Taylor reaffirmed as **Treasurer** (unanimous approval)

Banking & Funds

- Nate closed the previous account; check ready for deposit into a new bank (Wells Fargo, US Bank, or other)
- Membership dues check also pending deposit
- No additional finance issues raised

2. Membership Status

- Current membership: **64**
- Potential membership: **88 teams statewide**
- Includes some co-op programs and assistant coaches
- Several coaches who responded to the waiver survey were **not members**, highlighting an outreach opportunity

3. Section Meets & Team Minnesota

Section Logistics

- Sections scheduled for Tuesday/Wednesday next week
- Section reps should:
 - Announce at awards that **top 3 boys and girls** earn **right of first refusal** for Team Minnesota

- Follow up directly with athletes to confirm intent

Team Minnesota

- Competing at **Western High School Championships (Loveland, March 15–18)**.
- **Tom Schulz and Matt Brenteson** added to the selection committee.
- Coaches must be **members** of the association for their athletes to be eligible
- Website updated to explicitly state **head coaches** must be members

4. Media Coverage & Communication Strategy

Star Tribune Challenges

- Alpine results inconsistently published; Nordic receives more thorough coverage
- Submitted content often unused, including Tom's prepared article
- Local media more receptive but mostly around Sections/State

Alternative Approaches

- Consider:
 - A **Minnesota Alpine Skiing** social media presence (Instagram suggested)
 - A standalone **statewide website** (possibly including snowboard)
 - Press releases to multiple outlets
 - Leveraging high school journalism/media classes for content creation

Sustainability Concerns

- Need a long-term plan to avoid stale content
- Volunteers and student managers are inconsistent; interns may provide stability

Off-Season Project

- Group agreed to revisit and formalize a media strategy during the off-season

5. Winter Waiver Proposal (Season Extension)

Survey Results

- **46 responses** (~63% of membership)
- **96% support** for extending the season through **March 31**
- Only two dissenters:
 - One provided no explanation
 - One asked about coach stipends (out of scope)

Key Points

- Waiver provides an **option**, not a requirement
- Funding impacts vary widely by school
- Proposal will state that **additional costs are the responsibility of individual programs**

Insurance Considerations

- Jared will ask his AD how insurance coverage works for extended-season activities (similar to summer waiver)

MSHSL Process

- Charlie is helping determine whether this requires:
 - A **policy update** (simpler), or
 - A **bylaw change** (more complex)
- Jared will meet with Charlie at State

Letters of Support

- Plan to collect **letters of support** from coaches at the State meeting
- QR-code form will be created for easy submission
- Encourage coaches to advocate with their ADs for Winter Waiver (minimum 10 ADs for support)

6. Additional Proposals

Lyra Bibs

- Derek paused work because MSHSL already has a vendor contract and sponsorship process
- Unlikely to change this season

Video Review

- Recognized as a larger initiative requiring off-season planning

7. Awards & Recognition

Academic All-State Criteria Updated

Website corrected live during the meeting:

- **Team Gold:** 3.75+ GPA
- **Team Silver:** 3.5–3.749 GPA
- **Individual Gold:** 3.75+ GPA
- **Individual Silver:** 3.5–3.749 GPA

Honorable Mention Expansion

- Updated from **21–25** to **21–30**

All-State Recognition at State

- Group supports recognizing All-State and Honorable Mention athletes **during the State awards portion**
- Certificates may be:
 - Printed on-site (if feasible), or
 - Sent to coaches afterward

Certificate Automation

- Scott will explore reviving the **Autocrat** system to auto-generate certificates
- Will coordinate with Sarah on templates

Team Minnesota Recognition

- If possible, recognize:
 - Athletes who have already accepted their Team Minnesota invitation
 - Returning Team Minnesota athletes from last year

Coach of the Year & Assistant Coach of the Year

- Historically handled via open nominations
- Need clearer criteria and communication

Hall of Fame

- Even without an Alpine-specific Hall of Fame, the association can nominate individuals for the **MSHSL Coaches Association Hall of Fame**

8. Coaching Resources & Training

Website Resource Expansion

Timing Manual

- Jim's team created a comprehensive split second/live-timing manual; consider adding to the website

CR1 Training

- Nate will provide contact info for Matt Hoffman (CR1 training coordinator)
- Trainings are free; certification requires a license

9. Preparing for the State Coaches Meeting

Topics to Emphasize

- Importance of membership (awards, Team Minnesota, insurance)
- Updated award criteria
- Social media/communication plans for next season
- Winter waiver proposal and letters of support
- Available coaching resources
- Encouraging coaches to advocate with their ADs for Winter Waiver

Key Decisions (Full Meeting)

- Reaffirmed Jared as President and Derek as Treasurer
- Added Tom and Matt to Team Minnesota selection committee
- Updated Academic All-State and Honorable Mention criteria
- Updated website to clarify head-coach membership requirement

- Agreed to recognize All-State and Honorable Mention athletes at State
- Agreed to collect letters of support for the winter waiver
- Agreed to explore Hall of Fame nominations
- Agreed to pursue media/communication strategy in off-season

Action Items (Full Meeting)

Jared

- Consult AD on insurance and AD engagement strategy for Winter Waiver
- Meet with Charlie at State (waiver, bibs, recognition)
- Create QR-code forms (membership, support letters, feedback)
- Prepare talking points for State meeting

Scott

- Coordinate with Sarah on certificate templates
- Explore printing certificates for State
- Consider producing a short promotional video

Nate

- Provide Team Minnesota photos to Scott, as needed
- Assist with recognition planning for Team Minnesota; athlete letter/paragraph

Jim

- Provide timing manual for website
- Help collect letters of support at State

Tom & Matt

- Support messaging at State meeting
- Assist with Team Minnesota communication and selection